MISSION

Heritage Montreal's mission is to promote and protect the architectural, historic, natural and cultural heritage of the Greater Montreal area. At the heart of an extensive network of partners, this private, not-for-profit organization works through education, representation and concerted action to raise awareness of, enhance and enrich the identity and unique qualities of Greater Montreal as Quebec’s demographic and economic centre and as home to the largest ensemble of heritage sites in the province.
MESSAGE FROM THE PRESIDENT

The year 2017 was one of celebrations, as we marked the 375th anniversary of Montreal’s founding, the 150th anniversary of Canadian Confederation, and the 50th anniversary of Expo 67. This symbolic year thus presented us with a unique opportunity to acknowledge the historical and cultural wealth that are hallmarks of Montreal, by highlighting the creativity, diversity and vitality that are so much a part of this exceptional urban environment.

In 2017, Heritage Montreal pursued its efforts aimed at improving that urban environment, acting to help preserve and develop the rich heritage of this metropolis unlike any other in North America. To that end, we worked to influence and promote policies, actions and projects that enrich our quality of life. Among other contributions, we actively partnered with the City of Montreal in mapping out its new Heritage Action Plan, introduced by the previous municipal administration and to be implemented by the new team at City Hall.

We are motivated by the desire to focus attention on issues and challenges specific to Montreal heritage and its potential as a lever of cultural, social and economic development. The deposit of the City’s Heritage Action Plan coincided with the finalizing of our own strategic plan, recently ratified by our Board of Directors. Our three-year plan is ambitious, as it speaks to our intention to be even more proactive in addressing the major issues of the years to come, whether they concern the conservation of buildings and sites, development and planning, or the repurposing of iconic complexes. Ultimately, through our ongoing efforts in education, awareness, consulting and concerted action – and with the help of our strategic partners – we aim to expand the scope of our work to make Montreal an exemplar of heritage and urban development.

I thank my colleagues on the Board of Directors and the various committees for their sustained commitment. I would also like to emphasize the support of our members and generous donors, and acknowledge the invaluable contribution of the hundred or so volunteers who are key to the success of our activities and our architectural tours. We trust that citizen involvement will continue and indeed intensify in the years to come, so that more and more of us join in collectively promoting and protecting Montreal’s heritage.

Carole Deniger
President of the Board of Directors

MESSAGE FROM THE EXECUTIVE DIRECTOR

The year just ended, during which Montreal celebrated its 375th anniversary in style, gave us the chance to finalize the organization’s 2018–2020 strategic plan while making changes to our operating structure and business processes in an effort to achieve a balanced budget and to enable revenue growth over the next three years.

Our results as of December 31, 2017, speak to the considerable efforts we have made to reduce expenses as well as to a significant increase in our self-generated revenue and in donations from our members and Montrealers. Despite these efforts, we concluded 2017 with a slight deficit, although smaller than that of the previous year.

One aim of our new strategic plan will be to generate new sources of revenue, beginning in 2018, in the form of donations from individuals as well as companies, so as to achieve financial stability.

We are particularly proud of the work accomplished by the members of the Programs and Activities team, headed by Amélie Renouf, which led to record numbers of participants in our ArchitecTours as well as our Renovation Lessons. This improved participation in our activities is also attributable to the professionalism and expertise of the volunteer members of our Activities and Services Committee, as well as the promotion and advertising initiatives led by Mélinda Wolstenholme, our Communications Coordinator. I also wish to highlight the contribution of Marie-Claude Ravary, our Philanthropic Development and Event Coordinator since 2014, who this past January joined the ranks of a major Montreal university foundation. Lastly, we thank Andréanne Jalbert-Laramée, who for the past four years was our Educational Activities Coordinator and recently left to pursue new career challenges. Joëlle Perron-Oddo took over this role in May 2017.

In addition, our Policy Director, Dinu Bumbaru, supported by Coordinator Mardjane Amin and the volunteer members of the Heritage and Development Committee (COPA), once again handled many files and issues of importance to the city and its residents (more than 200 requests received). We also organized the second edition of Rencontres d’Héritage Montréal for stakeholders in the Montreal real-estate ecosystem, held in October with the collaboration of Ivanhoé Cambridge and Fasken. Dinu Bumbaru’s expertise is recognized not only within the Montreal and wider Quebec community, but also in other countries, as he is often invited to comment on major issues pertaining to global heritage.

With your support and commitment, Heritage Montreal will have an increasingly greater impact on the conservation and enhancement of our rich urban heritage, which is unique in Canada and North America.

Thank you, and long live our metropolis!

Robert Turgeon
Executive Director
Heritage Montreal thanks each and every one of its volunteers for their contagious enthusiasm throughout the year.

Our team of volunteers plays a crucial role in bringing Heritage Montreal’s public programs to life. Thanks to their commitment, the organization can offer a wide range of activities that raise awareness of Montreal’s heritage.

More than 2,500 volunteer hours donated in 2017

Thank you 90 times over!

Basil Abbara
MardiJane Amin
Antonia
Andugar Miñarro
Laure Barrachina
Annie-Pier Beaulieu-Bastien
Sarah Bengal
Jay Bochner
Thérèse Bouchez
Jean-Yves Bourdages
Kate Busch
Maggie Cabana
Amanda Carvalho
Lin Sen Chai
Daniel-Joseph Chapdelaine
Claudia Chirinos
Isabelle Corriveau
Ariane Côté-Bélisle
Claudine Crépin
Gilles Croussette
Gérard Cyr
Émilie Danyewick
Pénélope Darcy
Gyslaine De Grandpré
Suzanne De Repentigny
Philippe Depaïron
Pierre-Marc Desjardins
Magali Dufault-Arsenault
Louis Dufresne
Nancy Dunton
Nancy Elias
Andy Emond
Georgina Faber
Geneviève M. Filion
Philippe Fortin
Chantal Gagné
Ann-Marie Gagné
Judith Gagné
Huguette Girard
Jacques Gobeli
Danielle Gosselin
Philipémon Gravel
Madeleine Grégoire
Tracy Grosvenor
Camille Guenier
Dany Guimond
Ariel Guzholi
Meagan Hanna
André Herrera
Emmanuelle Héry
Edward Houle
Jean-Jacques Hubert
Vanessa J. Dumont
Andréanne Jolbert-Laramée
Yvon-André Lacroix
Jérôme Laferreré
Gabriel Laferreré
Andréanne Lafrance
Olivier Lajeunesse-Travers
Sophie Lamarche
Alexandra Lemascci
Catherine Lennartz
Nicolas F. Létourneau
Brigitte Limoges
Geneviève M. Sévéral
Veronika Mantilla
Nader Meddeb
Amal Melki
Chantale Michaud
Tania Mignacca
Audre Morel
Rocio Moreno Gil
Viet-An Nguyen
Cyrielle Noël
Alexandre Normandin
Jocelyne Normandin
Zoi Papadopoulos
My-Truc Phan
Mireille Pilotta
David Plamondon
Sara Potot-Escor
Francely Rocher
François Séguin
Micheline Sénécal
Alain Simard
Elizabeth Smith
Katrina Swift
Chantal Titlley
Louis Trudel
Jérémie Vachon
Joanne Véronneau

“Being a Heritage Montreal volunteer is a way for me to convey my passion for the city I live in as well as share my observations and favourite sites—some may be imperfect, but they’re all unique! Meeting and talking to people, whether on tours or at Youth Committee events, quench my thirst for knowledge, sharpen my critical eye and push me to keep fulfilling my awareness-raising mission.”

Ariane Côté-Bélisle
Architect, member of the Youth Committee

“I volunteered my services as a copy editor to Heritage Montreal because I knew that careful reading of documents produced by the organization, both historical and news-related, would help enrich my knowledge of Montreal heritage. It’s a pleasure to do this volunteer work, and it also led me to take part in some of the guided tours. That has helped me realize that, even though I live in Trois-Rivières, my ‘long-distance love affair’ with the big city—just like many buildings—has stood the test of time.”

Mireille Pilotta
Copy-editor
AWARENESS AND EDUCATION PROGRAMS

2017 ArchitecTours®

375 years of architecture | Montreal through 8 eras

More than 1,200 participants: a year record!

98% of participants said they were satisfied with their tour.

“Your guides are friendly and welcoming, know their stuff, and do a great job explaining things in plain language. Well done!”

Félix Dion

Our 2017 line-up of guided tours, presented from August 12th to October 8th, was an opportunity to celebrate Montreal’s 375th anniversary, exploring eight chapters in the history of the city’s architecture, from its founding on a site where Indigenous people had lived for centuries up to the present day.

From Saint-Sulpice Seminary to Place Ville Marie, from Rosemont’s Garden City to the Quartier des spectacles, the tours highlighted the major transformations that have shaped modern Montreal.

The ArchitecTours® guided tours are one of Heritage Montreal’s flagship educational activities. In existence for nearly 30 years, they have become intrinsically linked to Heritage Montreal’s mission. Through these walking tours, participants explore the city’s various neighbourhoods, discovering the diversity of Montreal’s heritage through the lens of a chosen theme, and are invited to reflect on the challenges of its protection.

Many thanks to our generous partner: Ivanhoé Cambridge.

”It’s so interesting, taking a walk in your own city. You learn to appreciate it so much more! Thank you.”

François Beaudet

In the spring of 2017, Heritage Montreal and Ivanhoé Cambridge presented the guided tour series titled At the Heart of the City. Offered from May 9th to June 15th, these after-work tours featured three itineraries that lead participants through the streets of little-known downtown neighbourhoods that played a key role in the evolution of the city’s core. From the McGill Ghetto, a residential sector with its fascinating and varied architecture, to McGill University’s vast campus, one of downtown Montreal’s driving forces, to the area’s modernist architecture, each itinerary provided an instructive look at a formative period of local architecture, from the end of the 19th century to the beginning of the 21st.

These tours allow participants to discover the heart of the city from a new perspective. A new series is created every two years; the tours are intended to keep the curiosity of those who work in the neighbourhood and frequent it on a daily basis.

Thank you to our partner: Ivanhoé Cambridge.

“At the Heart of the City guided tour series

“Thank you, and please carry on with your wonderful mission.”

“You could see how passionate our guide was about what he was explaining to us.”

222 participants

3 itineraries, 42 points of interest

222 participants

At the Heart of the City guided tour series

Discovering Pointe-Saint-Charles

Urban explorers both young and old strolled through the heart of the Pointe-Saint-Charles neighbourhood, following an itinerary custom-designed for them. Accompanied by our guides, they enjoyed a fun and original way to observe the city. It was the perfect initiation to Montreal architecture and history.

4 workshops held in May and June

Family Workshops

More than 1,200 participants: a year record!

98% of participants said they were satisfied with their tour.

“Your guides are friendly and welcoming, know their stuff, and do a great job explaining things in plain language. Well done!”

Félix Dion

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Many thanks to our generous partner: Ivanhoé Cambridge.

”It’s so interesting, taking a walk in your own city. You learn to appreciate it so much more! Thank you.”

François Beaudet
Eight lessons to help you discover your home’s full potential

Heritage Montreal has presented this educational program on home renovation for nearly 35 years. To date, these series of lessons have given some 8,500 informed homeowners the opportunity to develop the necessary skills to appraise, maintain, replace and repair various elements of their homes.

In 2017, we undertook the task of breathing new life into this conference series. Now known as Home Renovation Lessons / Leçons sur la rénovation, the series consisted of eight lessons presented in two sessions (Fall 2017 and Winter 2018). These changes have had a very positive impact. The series attracted 145 people in total, which represents an increase in participation of 55% compared with 2016.

Thank you to our partners: Simplex Equipment rental, Atelier l’Établi, Studio du Verre and MP Repro.

145 participants
an increase of 55 % compared with 2016

April 18
International Day for Monuments and Sites

Theme: Cultural Heritage and Tourism

Every year, the arrival of mild weather coincides with this special day designated by the United Nations Educational, Scientific and Cultural Organization (UNESCO). For the past nine years, Heritage Montreal has been an active participant in this annual, globally-celebrated event, bringing together various partners from Montreal to offer a wide array of activities related to themes proposed by the International Council on Monuments and Sites (ICOMOS).

With 2017 being the UN’s International Year of Sustainable Tourism for Development, the theme was “Heritage and Tourism.” For the occasion, we teamed up with Les amis de la montagne to present a lecture entitled Mount Royal, Cultural Heritage and Tourism Roundtable Discussion, which featured five panellists: Sylvie Guilbault (Les amis de la montagne), Fergus Maclaren (ICOMOS), Geneviève Poirier-Ghys (Centre de la nature du mont Saint-Hilaire), David Maneli (Gault Nature Reserve, McGill University) and Paul Arseneault (Chaire de tourisme Transat, ESG UQAM).

Thank you to our partners: Les amis de la montagne and McGill University.

363 participants

Nuit blanche

March 4, 2017

The Heritage Montreal Youth Committee created a special event for the 2017 Nuit Blanche, dedicated to 1967. For one evening, the many visitors had a chance to relive the 1960s and the iconic modernism of Expo 67. Slideshows and artifacts recalled the heady days when Montreal was a star on the world stage, stirring fond memories for some and providing a vivid introduction for others.

Thank you to our partners: Nuit blanche à Montréal, Festival Montréal en lumière, Maison de l’architecture du Québec and the Foundation of Greater Montreal.

Thanks for their collaboration: Centre d’histoire de Montréal and Société du parc Jean-Drapeau.
City Talks

Presented in partnership with McCord Museum for a fifth year, the City Talks lecture series addressed various Montreal issues. Moderated by Heritage Montreal Policy Director Dinu Bumbaru, the City Talks series brought together various Montreal thinkers and stakeholders. Focusing on current urban issues, these thematic discussions are an opportunity to reflect on Montreal’s past, present and future, and to stimulate thoughtful debate.

In 2017, speakers were invited to reflect on various urban phenomena, such as university campuses, commemorations, the aftermath of major celebrations, and lighting installations. These widely successful events are now available on YouTube, with key moments broadcast live on social media using the hashtag #echangesurbains.

Thank you to our partner: McCord Museum.

“I assert my right to be bored in the city without constant stimulation from lighting projects.”
Josianne Poirier, PhD student in Art History and guest speaker for the City Talk “Illuminating Montreal: Innovation or Saturation?”

Journées de la culture

Agrandir en beauté: défis de croissance architecturaux

To mark the Journées de la culture, Heritage Montreal organized a guided tour in collaboration with the Borough of Mercier–Hochelaga-Maisonneuve. Looking ahead to the planned Maisonneuve Library expansion, the tour/discussion provided an introduction to other notable expansion projects in the district and an opportunity to discuss the architectural issues associated with this type of project.

Thank you to our partner: Borough of Mercier–Hochelaga-Maisonneuve.

OUMF Festival

September 7 and 8

OUMF is Montreal’s leading back-to-school cultural festival. For this gathering, the Heritage Montreal Youth Committee invited participants to test their knowledge of the city at a stand set up on Saint-Denis Street, featuring a sandbag game combined with a trivia quiz about Montreal.

School activities: Heritage, let’s talk about it!

For a number of years now, Heritage Montreal has devoted considerable effort to designing activities for young Montrealers, to give them tools to better appreciate the heritage all around them. With that in mind, we designed a brand-new educational program aimed at Cycle One secondary school students. This teaching tool is designed to awaken curiosity through enhanced knowledge of the wealth and diversity of Montreal heritage, as well as stimulate thinking, discussion and teamwork. The modules and activities are available free of charge on our website.
Actions Taken in Defence of Montreal’s Heritage

Planning

The year 2017 was marked by a number of discussions and consultations on planning mechanisms aimed at updating guidelines, policies and master plans concerning specific sites as well as, more broadly, Montreal and Quebec. Recognizing the importance of these development tools and the credibility of the bodies leading the consultations, Heritage Montreal participated in these exercises. We submitted briefs prepared with input from the Heritage and Development Committee (COPA) and offered to collaborate with the relevant authorities to implement our recommendations.

City of Montreal: culture policy and Heritage Action Plan

Heritage Montreal appeared before the City of Montreal’s Standing Committee on Culture, Heritage and Sports twice during 2017. First, with regard to the planned Cultural Development Policy, we insisted, in particular, that there be a link and a coherence between the future policy and the mandatory tools that the City of Montreal has at its disposal, such as the Urban Plan, so as to support an approach grounded in the city’s physical and cultural geography, its heritage, and its neighbourhoods. The second time, Heritage Montreal made several recommendations relative to the planned Heritage Action Plan, which led, in the final version adopted by City Council, to the recognition of the role of the Conseil du patrimoine de Montréal as essential, and to the creation of a working group on taxation and financing in support of Montreal heritage.

Quebec culture policy

Heritage Montreal expressed its opinion during the consultations held by the Ministry of Culture and Communications on renewal of the 1992 Quebec Culture Policy with a view to ensuring that it meets future challenges. We emphasized that the draft culture policy, its orientations and its proposals showed little consideration for heritage and its needs for protection and enhancement - and even less for its repurposing and revitalization. In stressing the importance of recognizing heritage as a locus of culture, and citizens and owners as partners in enhancing it, Heritage Montreal has asked that the final version of the policy and its action plan include concrete measures: modernized tax measures to assist in the maintenance and revitalization of heritage buildings, for example, and a requirement to involve heritage experts in building projects to ensure the quality of the work.

Master Plan for the Old Port of Montreal

In 1986, the federal government adopted a master plan for the Old Port, following extensive public consultations demanded by Montreal’s civil society, consultations which subsequently became the model for consultations in the city. To update the plan to include the Pointe-du-Moulin sector, the site of Silo No. 5, the Canada Lands Company Ltd. created an advisory committee, in which Heritage Montreal agreed to participate, and conducted an information and consultation process in the summer of 2017. Heritage Montreal produced a brief stating its particular concerns and proposals relative to real-estate development on the Pointe-du-Moulin site. We would like to see the final version of the master plan to be published in 2018 submitted to the Office de consultation publique de Montréal.

Large industrial and institutional complexes

Heritage Montreal is particularly attentive to the issues raised by the repurposing of industrial and institutional complexes and sites, which are important components of the city’s heritage. There was a very diversified range of these issues in 2017. In the case of Canada Malting, a heritage complex located in Saint-Henri along the Lachine Canal, Heritage Montreal emphasized, during a public consultation meeting, the need for urgent action to save the building and integrate its significant elements into a mixed-use project. Regarding the former Molson Brewery complex, which will be vacated sometime in the near future, we offered to collaborate with those in charge on an exemplary thinking and planning exercise, the goal of which is to ensure repurposing of this highly emblematic heritage complex into an innovative project that would play a meaningful role in the transformation of this vast eastern part of downtown, which includes the Gare Viger, the Old Port, the historic Pied-du-Courant Prison, and the new Maisons de Radio-Canada.

Heritage Montreal also took an interest in the site of the former Dominion Bridge plant, in Lachine, and continued its actions to promote and support revitalization of heritage institutional complexes by taking part in discussions on the future of the former Hôtel-Dieu and Royal Victoria hospitals. We also submitted a brief to the public consultations on the proposed redevelopment of the former Montreal Children’s Hospital site, to which the City of Montreal, in the period immediately before municipal elections, unfortunately paid little attention in authorizing a highrise development project.

In memoriam

Heritage Montreal learned with deep sadness of the passing of Maurice Forget, C.M., on May 8, 2018. As President of Heritage Montreal, Maurice Forget oversaw the successful completion of projects highlighting Montreal’s 350th anniversary and the development of ArchitecTours, and chaired the Villa Maria consultations. Heritage Montreal, and indeed Montreal, have lost a great friend.

Heritage Montreal would also like to pay tribute to the memory of two people who left their mark on Montreal and its heritage and who passed away in 2017. Journalist Gretta Chambers, Chancellor Emerita of McGill University and a great friend to Heritage Montreal, chaired the work that led to Montreal’s heritage policy. Architect Dan S. Hanganu designed the iconic Pointe-à-Callière Museum of Montreal’s Archeology and History, and its recent expansion opened in time for Montreal’s 375th anniversary.
Revitalization

Heritage Montreal is pleased to note the progress that was made in 2017 on several projects involving heritage buildings that we have commented on in recent years, buildings that were often in situations that caused very real concern.

George Stephen House

In 2016, Heritage Montreal had interceded with the Quebec Minister of Culture and the Mayor of Montreal regarding the structural problems that had emerged during the work to convert this former club into a hotel, jeopardizing the integrity of the George Stephen House, a monument classified for its national heritage value and its exceptional interior. Our Annual General Meeting even adopted a resolution demanding that the building be recognized and that heritage experts be hired to study cases involving such treasured buildings and sites. These actions bore fruit: the building was carefully stabilized and restored, as we were able to observe on a tour of the site with the professionals involved and the owners.

Saint-Sulpice Library

This cultural facility was vacated following the inauguration of the Grande Bibliothèque in 2005. After the February 2016 announcement by the Quebec Ministers of Culture and Finance and the Mayor of Montreal of a project to repurpose the former Saint-Sulpice Library as a space dedicated to young people and emerging technologies, a multidisciplinary architecture competition was held in 2017. Our Policy Director, Dinu Bumbaru, was appointed to the competition jury in a personal capacity. Heritage Montreal, which has expressed its concern about the fate of this exceptional building on several occasions, including when it was put up for sale by the Quebec government in 2015, is now eagerly looking forward to the revitalization of this heritage building and access to its remarkable interior.

Rodier Building

Added in 2012 to the list published by Heritage Montreal of threatened emblematic sites, the Rodier Building, characterised by its distinctive form, was threatened with partial demolition. In July 2017, there was good news: it was announced that the building will be transformed into a cultural and creative incubator centre, as part of a project headed by the organization La Piscine in partnership with entrepreneur Georges Coulombe (recognized as a Great Builder by Heritage Montreal) and the Quartier de l’innovation. This revitalization provides a further opportunity to show how Montreal, as a cultural metropolis, succeeds in combining heritage and creativity.

Recognition

During 2017, Heritage Montreal followed up on a number of requests seeking recognition for important elements of Montreal’s heritage. For example, we reiterated our December 2016 requests to the federal government to designate the Sault-au-Récollet Village as a National Historic Site, and Expo 67 as a National Historic Event. The federal government has yet to respond, but two successive Ministers of Culture for Quebec have taken action by classifying Fort Lorette and by designating Expo 67 under the Cultural Heritage Act.

Collaboration and thinking

Throughout 2017, Heritage Montreal took part in several committees intended to accompany development and redevelopment projects. These included work as part of the Table de concertation du Mont-Royal and the comité d’accompagnement of the Sainte-Catherine Street West revitalization project. We contributed to discussions at the City of Montreal on urban walkways, a process that resulted in some projects that were part of the city’s 375th anniversary, including along Côte-des-Neiges Road and for the initial phases of the Promenade Fleuve-Montagne.

In October, Heritage Montreal set up a meeting of real estate and heritage stakeholders in Montreal to continue our conversations about development of major projects in the face of heritage issues, inviting stakeholders from Vancouver and Toronto to give presentations on their experiences, so as to draw lessons for Montreal.
Launched in 2015, on the occasion of Heritage Montreal’s 40th anniversary, this “citizens’ radar screen” paints an evolving picture of vulnerable heritage sites all over the Island of Montreal. Users can explore three types of site on the map: Priority sites designated by Heritage Montreal, Citizens’ Alerts (sites deemed vulnerable by various communities for reasons varying from neglect to threat of demolition), and InspirActions, which are examples of diversified and complementary actions taken by Heritage Montreal in relation to landmark sites.

**Citizens’ Alerts**

During 2017, Montrealers mapped some 15 new sites in the form of Citizens’ Alerts. These additions brought to more than 60 the number of sites that citizens consider vulnerable; they can be found all over the Greater Montreal area. The types of threats most often identified since the H-MTL platform was established have been lack of maintenance and abandonment of properties.

In the year gone by, the fate of the Craig Pumping Station, an important reminder of Montreal’s industrial past, prompted the strongest reactions both on social media and the H-MTL platform itself. This structure located beneath the Jacques Cartier Bridge and abandoned for several years, was built in 1887, making it one of the last remaining vestiges of the Faubourg à m’lasse, a working-class district that planners began demolishing in the 1920s. With the announcement in 2017 that Molson Brewery, an icon of Montreal’s cityscape, is permanently moving, and that CBC/Radio-Canada will be moving to new premises nearby, this area will no doubt be undergoing major transformations in the years to come.

**Priority sites identified by the COPA members:**

1. Former De la Miséricorde Hospital
2. Saint-Nom-de-Jésus School
3. Hochelaga School
4. Forge Cadieux
5. Saint-Laurent Block
6. Hôtel-Dieu Hospital
7. Royal Victoria Hospital
8. Maison Alcan
9. Sir Louis-Hippolyte La Fontaine House
10. Place des Nations
11. Eaton’s 9th Floor Restaurant
12. Silo No. 5

**InspirActions**

- McGill College Avenue
- Habitat 67
- Guaranteed Pure Milk Bottle
- Old Port of Montreal
- Notman House
- Quartier Éphémère and Darling Foundry
- Saint-Laurent / Des Pins Building
- Milton-Parc Neighbourhood
- Redpath Mansion
- Monastère du Bon-Pasteur
- Café Crew
- Rialto Theatre
- Théâtre Paradoxe

Heritage Montreal intensified its communications and media relations efforts to further raise awareness of the city’s built heritage, namely through its educational activities and strategic representations.

To reach out to more members of the emerging generation and enhance Heritage Montreal’s reputation with this group of citizens, the organization redefined its digital communications strategy, producing original content adapted for the various types of online platforms that draw upon its expertise in heritage and development perfected over more than 40 years. With that in mind, it launched Révéler Montréal, a new series of articles published occasionally on its social media sites, which explores various issues pertaining to architecture and heritage. The first set of articles posted was on theatres and movie palaces, an issue that has made headlines in Montreal a number of times in recent months. Meanwhile, as a co-founder of Opération patrimoine Montréal (OPAM), Heritage Montreal joined forces with the City of Montreal for the launch of the new OPAM, and was among the principal partners of the initial Rendez-vous Maestria, a series of conferences celebrating architecture and heritage trades.

More and more members, friends and readers are following us via our social media accounts:

- Facebook: 10,834 followers (20% more than in 2016)
- Twitter: 5,758 followers (5% more than in 2016)
- Instagram: 900 followers (65% more than in 2016)

In 2017, Heritage Montreal published:

- 12 Hérip@ges
- 4 briefs
- 4 resolutions
- 3 position statements

In addition to its regular programming, Heritage Montreal offered:

- 10 urban guided tours upon request
- 3 conferences

**Partnerships**

- 1 exhibition presented in collaboration with the Urban Sketchers Montreal group
- 12 blog entries on the built heritage of the historic borough of Old Montreal for the Société de développement commercial du Vieux-Montréal

**Media visibility**

In 2017, Heritage Montreal was mentioned and quoted more than 100 times in the media.
In 2017, the financial support of our members, donors and business partners, along with income generated by our activities, enabled us to post revenues of $426,964. Thanks to the streamlining efforts undertaken since November 2016, we were able to reduce spending considerably in 2017, such that our total expenses were $435,352. These efforts also enabled us to reduce the deficit so that it is less than it was at the close of the previous fiscal year.

In keeping with the directions laid out in our strategic plan for the next three years, we have committed to redoubling our efforts to make our revenues grow, particularly by increasing the number of donors as well as the number of participants in our activities.

**THANK YOU TO OUR DONORS**

**CORPORATIONS AND FOUNDATIONS**

**Heritage Montreal’s Great Builders**

**PHYLLIS LAMBERT FOUNDATION**

**Greystone Circle**

($10,000 - $24,999)

Anonymous
ECHO Foundation
Gestion de Luz inc.
Gestion Georges Coulombe inc.
Power Corporation of Canada
Simplex Equipment rental

**Sandstone Circle**

($5,000 - $9,999)

Alliance Prével Inc.
Claudine and Stephen Bronfman Family Foundation
Conceptions Rachel Julien Inc.
Jesta Group
The Cole Foundation
The Drummond Foundation

**Granite Circle**

($2,500 - $4,999)

BDO Canada LLP
CN
Maçonnerie Rainville & Frères Inc.
Maître Carré
Mia & David Goodman, through The Morris & Rosalind Goodman Family Foundation
Moment Factory
NKF Devencore
The Birks Family Foundation

**Slate Circle**

($1,000 - $2,499)

Espace Nord Inc.
Fondation Linoit
Lune Rouge Real Estate
Pierre Desmarais Belvédère Foundation
Sanimax
The Zeller Family Foundation

**Brick Circle**

($500 - $999)

Atelier L’Établi
Behaviour Interactive Inc.
Caisse Desjardins of Montreal
Menkes Shoper Dagenais
Létourneux Architects Inc.
Morin Public Relations
OGC St-Ambroise Inc.

**Government support**

The gouvernement du Québec and Ville de Montréal pursuant to the Entente sur le développement culturel de Montréal
Ministère de la Culture et des Communications
Ville de Montréal

**Paving the way for the next generation**

We would also like to acknowledge the support of the following partners for supporting our programme Relève en patrimoine et aménagement, and for contributing to the planning and implementation of the Dinu Bumbaru Archival Fund.

Alliance Prével inc.
Conceptions Rachel Julien inc.
Gestion Georges Coulombe inc.

**Special partners and gifts in kind**

Au Sommet Place Ville Marie
Cinéma Beaubien et Cinéma du Parc
Héliotrope
Le Livart
Les Éditions de l’Homme
Moment Factory
Olympic Park
Orchestre Métropolitain de Montréal
Pointe-à-Callière – Montréal’s Archeology and History Complex
La SHED architecture
Théâtre du Nouveau Monde
TOMA OBJETS
INDIVIDUALS

Greystone Circle ($1,000 +)
Anonymous
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